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December 16, 2008

**AGENDA ITEM 6b**

**TO: MEMBERS OF THE HEALTH BENEFITS COMMITTEE**

**I. SUBJECT:** Blue Shield of California's Proposed 2010 Initiatives: Staff's Analysis

**II. PROGRAM:** Health Benefits

**III. RECOMMENDATION:** Information Only

**IV. INTRODUCTION:**

At the September 16, 2008, Health Benefits Committee (HBC) meeting, Blue Shield of California (Blue Shield) presented three proposals for 2010 consideration and requested staff comments. This is staff's response on the proposed initiatives which are:

- **Wellness Initiative**  
Blue Shield recommends a Wellness Initiative to benefit CalPERS members with "four key components":
  - "biometric screening" such as cholesterol, glucose, blood pressure, and body mass index;
  - "health coaching";
  - "Independent Practice Association (IPA)/physician outreach"; and,
  - "on-site workplace wellness centers."The initiative would be "CalPERS-branded, as opposed to being tied to a specific health plan."
- **Medicare Advantage Part D (MAPD) Product**  
Blue Shield proposes the establishment of a Group Medicare Advantage/Part D product for eligible CalPERS members effective January 1, 2010.
- **Pharmacy Mail Order Service Incentive Program**  
Blue Shield proposes to implement a new pharmacy mail order service incentive option effective January 1, 2010 identical to the mail service incentive program offered to members covered under the PERS Select,

PERSCare and PERS Choice Preferred Provider Organization (PPO) plans.

**V. BACKGROUND AND ANALYSIS:**

Each proposal is discussed separately in an attachment as indicated below:

- Wellness Initiative (Attachment 1)
- Medicare Advantage Part D (MAPD) Product (Attachment 2)
- Pharmacy Mail Order Service Incentive Program (Attachment 3)

**VI. STRATEGIC PLAN:**

This directly relates to Goals X and XI of the strategic plan which state:

- “Develop and administer quality, sustainable health benefit programs that are responsive to and valued by enrollees and employers.”
- “Promote the ability of members and employers to make informed decisions resulting in improved lifestyle changes and health outcomes.”

**VII. RESULTS/COSTS:**

This is an information item only.

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Attachments